LAMPIRAN

A. Lampiran 1: Kuisioner penelitian

NO:

KUESIONER PENELITIAN

Assalamu'alaikum wr wb

Sehubungan dengan penyusunan tesis dengan judul "Pengaruh kualitas pelayanan terhadap citra merek, kepercayaan merek, dan minat konsumen menonton kembali di bioskop Cinema XXI Yogyakarta. saya Nurul Azizah mahasiswa Magister Manajemen Universitas Muhammadiyah Yogyakarta.

Saya sangat mengharapkan bantuan Saudara/i untuk mengisi kuesioner yang saya ajukan ini secara jujur dan terbuka. Data yang didapat hanya untuk kepentingan akademis dan akan dijaga kerahasiaannya. Maka dari itu mohon kesediaan anda untuk dapat mengisi kuesioner dengan lengkap dan sesuai dengan petunjuk yang diberikan dan memilih jawaban yang dianggap paling sesuai karena jawaban anda tidak dinilai benar atau salah. Segala partisipasi anda merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ini.

Terimakasih atas kesediaan anda yang telah membantu saya dengan menjawab semua pertanyaan yang saya berikan.

Wassalamu'alaikum wr wb

IDENTITAS RESPONDEN

1. Nama :

2. Jenis Kelamin

   ☐ Laki – laki ☐ Perempuan

3. Usia

   ☐ < 20th ☐ 20 – 30th ☐ 30 - 40th ☐ > 40th

4. Jenis Pekerjaan

   ☐ Pelajar/mahasiswa ☐ Karyawan ☐ Wirausahawa ☐ Lainnya

5. Pendapatan perbulan

   ☐ < Rp.1.000.000 ☐ Rp.1.000.000 – Rp. 5.000.000 ☐ >Rp. 5.000.000

6. Sudah berapa kali menonton di Bioskop Cinema XXI Yogyakarta?

   ☐ Belum pernah ☐ 1 kali ☐ 2 - 5 kali ☐ 6 - 10 kali

   ☐ 11 - 15 kali ☐ >15 kali

Petunjuk Pengisian

1. Pada pernyataan di bawah ini, Anda dimohon untuk mengisi pertanyaan-pertanyaan tersebut dengan keadaan/ kondisi yang sebenarnya. Berikan tanda (√) pada jawaban yang anda pilih.

   STS : Sangat Tidak Setuju
   TS : Tidak Setuju
   N : Netral
   S : Setuju
   SS : Sangat Setuju

2. Berikanlah uraian jawaban anda secara singkat pada pertanyaan yang membutuhkan jawaban singkat yang berisi tentang pengalaman yang pernah anda peroleh setelah mengunjungi Cinema XXI Yogyakarta

3. Dimohon untuk mengisi semua pertanyaan yang telah disediakan.

KUALITAS PELAYANAN

NO	PERTANYAAN	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Cinema XXI memiliki fasilitas yang menarik secara visual					
2	Jam penayangan film selalu sesuai dengan jadwal yang telah di informasikan sebelumnya.					
3	Karyawan selalu tanggap dalam menangani segala keluhan yang saya hadapi					
4	Petugas selalu bersikap sopan dan ramah selama memberikan pelayanan kepada konsumen					
5	Petugas selalu peduli dengan apa yang menjadi keinginan konsumen					

CITRA MEREK

NO	PERTANYAAN	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Cinema XXI merupakan bioskop dengan nama yang telah dikenal oleh banyak orang					
2	Cinema XXI sebagai bioskop dengan nama yang memiliki citra baik dimata konsumennya					
3	Cinema XXI merupakan bioskop yang sering saya kunjungi disetiap penayangan film baru					
4	Cinema XXI merupakan bioskop yang selalu memberikan informasi seputar film secara *up to date*					

KEPERCAYAAN MEREK

NO	PERTANYAAN	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Saya percaya bahwa Cinema XXI tidak pernah memberikan informasi yang salah					
2	Saya sudah beberapa kali menonton film di Cinema XXI Yogyakarta					
3	Cinema XXI adalah bioskop favorit saya menonton film					
4	Saya puas dengan pengalaman yang saya dapatkan setelah menonton di Cinema XXI Yogyakarta					

MINAT BELI ULANG

NO	PERTANYAAN	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Saya berminat untuk menonton kembali di bioskop Cinema XXI Yogyakarta					
2	Saya berminat untuk merekomendasikan Cinema XXI sebagai bioskop dengan kualitas yang baik kepada teman – teman saya					
3	Saya lebih menyukai menonton di Cinema XXI dari pada di biskop lain yang ada di Yogyakarta.					
4	Saya selalu mencari informasi tentang potongan harga tiket yang diberikan oleh Cinema XXI pada hari – hari tertentu.					

B. Lampiran 2: Analisis Deskriptif Karakteristik Responden diolah menggunakan spss

1. Tabulasi Silang Jenis kelamin dengan usia

GENDER * USIA Crosstabulation

			USIA			
			dibawah 20th	20-30	30-40	Total
GENDER	laki-laki	Count	5	73	4	82
		% of Total	3.5%	51.4%	2.8%	57.7%
	perempuan	Count	6	54	0	60
		% of Total	4.2%	38.0%	.0%	42.3%
Total		Count	11	127	4	142
		% of Total	7.7%	89.4%	2.8%	100.0%

2. Tabulasi Silang Jenis Kelamin Dengan Jenis Pekerjaan

GENDER * PROFESI Crosstabulation

			PROFESI				
			pelajar/ mahasiswa	karyawan	wirausahawan	lainnya	Total
GENDER	laki-laki	Count	50	17	5	10	82
		% of Total	35.2%	12.0%	3.5%	7.0%	57.7 %
	perempuan	Count	47	7	4	2	60
		% of Total	33.1%	4.9%	2.8%	1.4%	42.3 %
Total		Count	97	24	9	12	142
		% of Total	68.3%	16.9%	6.3%	8.5%	100.0 %

3. Tabulasi Silang Jenis Kelamin Dengan Pendapatan Perbulan

GENDER * INCOME Crosstabulation

			INCOME			
			<1 jt	1jt - 5jt	> 5jt	Total
GENDER	laki-laki	Count	14	56	12	82
		% of Total	9.9%	39.4%	8.5%	57.7%
	perempuan	Count	17	41	2	60
		% of Total	12.0 %	28.9%	1.4%	42.3%
Total		Count	31	97	14	142
		% of Total	21.8 %	68.3%	9.9%	100.0%

4. Tabulasi silang jenis kelamin dengan frekuensi menonton

GENDER * FREKUENSI Crosstabulation

			FREKUENSI					
			1X	2-5X	6-10X	11-15X	> 15X	Total
GENDER	L	Count	12	22	24	8	16	82
		% of Total	8.5%	15.5%	16.9%	5.6%	11.3%	57.7%
	P	Count	5	12	9	6	28	60
		% of Total	3.5%	8.5%	6.3%	4.2%	19.7%	42.3%
Total		Count	17	34	33	14	44	142
		% of Total	12.0%	23.9%	23.2%	9.9%	31.0%	100.0%

C. Lampiran 3: Analisis Deskriptif Variabel Penelitian diolah menggunakan SPSS

1. Kualitas pelayanan

Statistics

		KP1	KP2	KP3	KP4	KP5
N	Valid	142	142	142	142	142
	Missing	0	0	0	0	0
Mean		3.96	4.11	3.71	3.96	3.71
Std. Error of Mean		.071	.068	.067	.073	.071
Median		4.01[a]	4.19[a]	3.70[a]	4.05[a]	3.71[a]
Mode		4	4	4	4	4
Std. Deviation		.846	.814	.804	.870	.847
Variance		.715	.663	.647	.758	.717
Range		3	3	4	4	4
Minimum		2	2	1	1	1
Maximum		5	5	5	5	5
Sum		563	583	527	563	527
Percentiles	25	3.26[b]	3.44[b]	3.07[b]	3.31[b]	3.06[b]
	50	4.01	4.19	3.70	4.05	3.71
	75	4.71	4.80	4.44	4.70	4.47

a. Calculated from grouped data.

b. Percentiles are calculated from grouped data.

KP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	4.2	4.2	4.2
	3	35	24.6	24.6	28.9
	4	59	41.5	41.5	70.4
	5	42	29.6	29.6	100.0
	Total	142	100.0	100.0	

KP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	4.9	4.9	4.9
	3	19	13.4	13.4	18.3
	4	68	47.9	47.9	66.2
	5	48	33.8	33.8	100.0
	Total	142	100.0	100.0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	5	3.5	3.5	4.2
	3	51	35.9	35.9	40.1
	4	62	43.7	43.7	83.8
	5	23	16.2	16.2	100.0
	Total	142	100.0	100.0	

KP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	6	4.2	4.2	5.6
	3	26	18.3	18.3	23.9
	4	69	48.6	48.6	72.5
	5	39	27.5	27.5	100.0
	Total	142	100.0	100.0	

KP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	8	5.6	5.6	6.3
	3	47	33.1	33.1	39.4
	4	61	43.0	43.0	82.4
	5	25	17.6	17.6	100.0
	Total	142	100.0	100.0	

2. Citra merek

Statistics

		CM1	CM2	CM3	CM4
N	Valid	142	142	142	142
	Missing	0	0	0	0
Mean		4.48	4.18	3.49	4.03
Std. Error of Mean		.067	.064	.100	.071
Median		4.57[a]	4.25[a]	3.59[a]	4.10[a]
Mode		5	4	3	4
Std. Deviation		.796	.768	1.195	.850
Variance		.634	.590	1.429	.723
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		636	594	496	572
Percentiles	25	4.02[b]	3.54[b]	2.62[b]	3.35[b]
	50	4.57	4.25	3.59	4.10
	75	.	4.83	4.49	4.75

a. Calculated from grouped data.

b. Percentiles are calculated from grouped data.

CM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	2	1.4	1.4	2.8
	3	9	6.3	6.3	9.2
	4	42	29.6	29.6	38.7
	5	87	61.3	61.3	100.0
	Total	142	100.0	100.0	

CM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	3	19	13.4	13.4	14.8
	4	70	49.3	49.3	64.1
	5	51	35.9	35.9	100.0
	Total	142	100.0	100.0	

CM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	9.2	9.2	9.2
	2	11	7.7	7.7	16.9
	3	44	31.0	31.0	47.9
	4	41	28.9	28.9	76.8
	5	33	23.2	23.2	100.0
	Total	142	100.0	100.0	

CM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	3	2.1	2.1	3.5
	3	28	19.7	19.7	23.2
	4	65	45.8	45.8	69.0
	5	44	31.0	31.0	100.0
	Total	142	100.0	100.0	

3. Kepercayaan Merek

Statistics

		KM1	KM2	KM3	KM4
N	Valid	142	142	142	142
	Missing	0	0	0	0
Mean		3.99	3.94	3.60	3.88
Std. Error of Mean		.065	.098	.089	.068
Median		4.01[a]	4.14[a]	3.60[a]	3.91[a]
Mode		4	5	3	4
Std. Deviation		.776	1.162	1.066	.812
Variance		.603	1.351	1.136	.659
Range		3	4	4	4
Minimum		2	1	1	1
Maximum		5	5	5	5
Sum		567	559	511	551
Percentiles	25	3.30[b]	3.22[b]	2.77[b]	3.24[b]
	50	4.01	4.14	3.60	3.91
	75	4.70	4.86	4.49	4.60

a. Calculated from grouped data.

Statistics

		KM1	KM2	KM3	KM4
N	Valid	142	142	142	142
	Missing	0	0	0	0
Mean		3.99	3.94	3.60	3.88
Std. Error of Mean		.065	.098	.089	.068
Median		4.01[a]	4.14[a]	3.60[a]	3.91[a]
Mode		4	5	3	4
Std. Deviation		.776	1.162	1.066	.812
Variance		.603	1.351	1.136	.659
Range		3	4	4	4
Minimum		2	1	1	1
Maximum		5	5	5	5
Sum		567	559	511	551
Percentiles	25	3.30[b]	3.22[b]	2.77[b]	3.24[b]
	50	4.01	4.14	3.60	3.91
	75	4.70	4.86	4.49	4.60

b. Percentiles are calculated from grouped data.

KM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.4	1.4	1.4
	3	37	26.1	26.1	27.5
	4	63	44.4	44.4	71.8
	5	40	28.2	28.2	100.0
	Total	142	100.0	100.0	

KM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	7.7	7.7	7.7
	2	1	.7	.7	8.5
	3	31	21.8	21.8	30.3
	4	42	29.6	29.6	59.9
	5	57	40.1	40.1	100.0
	Total	142	100.0	100.0	

KM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	4.9	4.9	4.9
	2	6	4.2	4.2	9.2
	3	60	42.3	42.3	51.4
	4	33	23.2	23.2	74.6
	5	36	25.4	25.4	100.0
	Total	142	100.0	100.0	

KM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	3	2.1	2.1	3.5
	3	35	24.6	24.6	28.2
	4	72	50.7	50.7	78.9
	5	30	21.1	21.1	100.0
	Total	142	100.0	100.0	

4. Minat Beli Ulang

Statistics

		MBU1	MBU2	MBU3	MBU4
N	Valid	142	142	142	142
	Missing	0	0	0	0
Mean		3.93	3.75	3.49	3.39
Std. Error of Mean		.068	.066	.079	.106
Median		3.97[a]	3.75[a]	3.50[a]	3.54[a]
Mode		4	4	3	4
Std. Deviation		.805	.783	.943	1.266
Variance		.647	.613	.890	1.602
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		558	533	495	482
Percentiles	25	3.30[b]	3.14[b]	2.75[b]	2.42[b]
	50	3.97	3.75	3.50	3.54
	75	4.64	4.46	4.26	4.46

Statistics

		MBU1	MBU2	MBU3	MBU4
N	Valid	142	142	142	142
	Missing	0	0	0	0
Mean		3.93	3.75	3.49	3.39
Std. Error of Mean		.068	.066	.079	.106
Median		3.97[a]	3.75[a]	3.50[a]	3.54[a]
Mode		4	4	3	4
Std. Deviation		.805	.783	.943	1.266
Variance		.647	.613	.890	1.602
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		558	533	495	482
Percentiles	25	3.30[b]	3.14[b]	2.75[b]	2.42[b]
	50	3.97	3.75	3.50	3.54
	75	4.64	4.46	4.26	4.46

a. Calculated from grouped data.

b. Percentiles are calculated from grouped data.

MBU1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	3	2.1	2.1	3.5
	3	30	21.1	21.1	24.6
	4	75	52.8	52.8	77.5
	5	32	22.5	22.5	100.0
	Total	142	100.0	100.0	

MBU2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.4	1.4	1.4
	2	2	1.4	1.4	2.8
	3	47	33.1	33.1	35.9
	4	69	48.6	48.6	84.5
	5	22	15.5	15.5	100.0
	Total	142	100.0	100.0	

MBU3

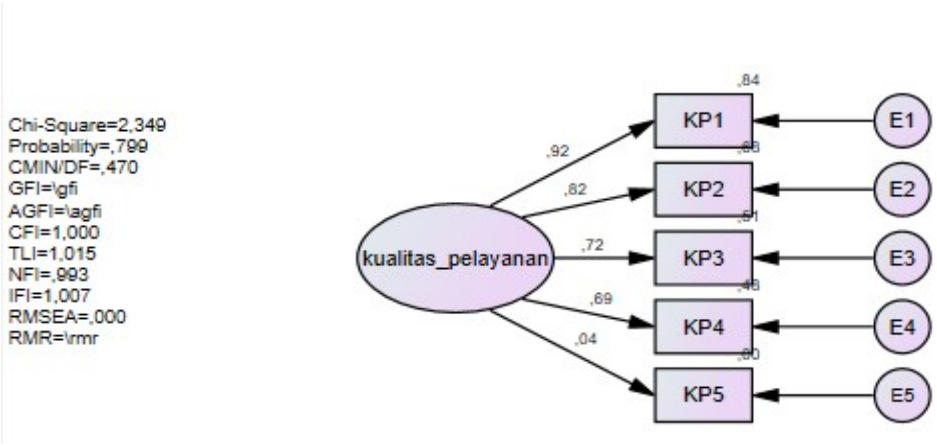
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.5	3.5	3.5
	2	10	7.0	7.0	10.6
	3	58	40.8	40.8	51.4
	4	49	34.5	34.5	85.9
	5	20	14.1	14.1	100.0
	Total	142	100.0	100.0	

MBU4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	11.3	11.3	11.3
	2	18	12.7	12.7	23.9
	3	32	22.5	22.5	46.5
	4	46	32.4	32.4	78.9
	5	30	21.1	21.1	100.0
	Total	142	100.0	100.0	

D. Lampiran 4 : Uji Validitas

1. Uji Validitas CFA Kualitas Pelayanan dengan 1 indikator tidak signifikan



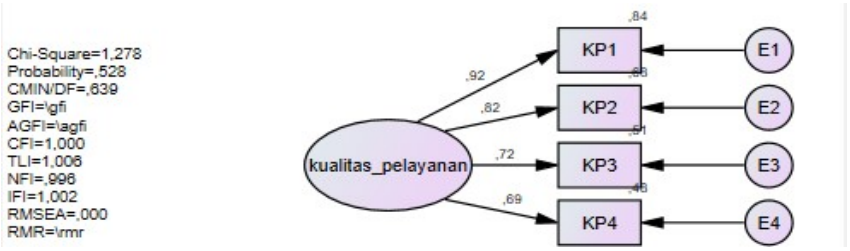
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
KP1	<---	kualitas_pelayanan	1,000				
KP2	<---	kualitas_pelayanan	,780	,057	13,640	***	par_1
KP3	<---	kualitas_pelayanan	,708	,065	10,971	***	par_2
KP4	<---	kualitas_pelayanan	,676	,064	10,492	***	par_3
KP5	<---	kualitas_pelayanan	,047	,086	,548	,584	par_4

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
KP1	<---	kualitas_pelayanan	,916
KP2	<---	kualitas_pelayanan	,824
KP3	<---	kualitas_pelayanan	,717
KP4	<---	kualitas_pelayanan	,692
KP5	<---	kualitas_pelayanan	,043

2. Uji validitas setelah menghilangkan 1 indikator tidak signifikan



Regression Weights: (Group number 1 - Default model)

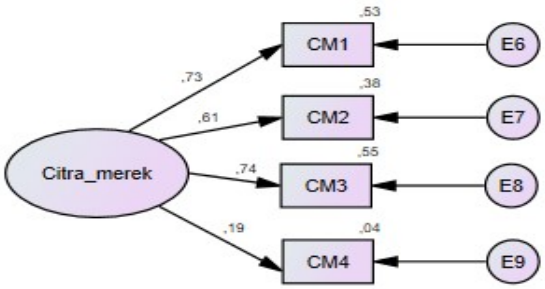
			Est	S.E.	C.R.	P	Label
KP1	<---	kualitas_pelayanan	1,000				
KP2	<---	kualitas_pelayanan	,781	,057	13,646	***	par_1
KP3	<---	kualitas_pelayanan	,709	,065	10,974	***	par_2
KP4	<---	kualitas_pelayanan	,677	,064	10,495	***	par_3

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
KP1	<---	kualitas_pelayanan	,915
KP2	<---	kualitas_pelayanan	,825
KP3	<---	kualitas_pelayanan	,717
KP4	<---	kualitas_pelayanan	,692

3. Uji CFA Citra merek dengan 1 indikator tidak signifikan

Chi-Square=1,830
Probability=,401
CMIN/DF=,915
GFI=\gfi
AGFI=\agfi
CFI=1,000
TLI=1,004
NFI=,985
IFI=1,001
RMSEA=,000
RMR=\rmr



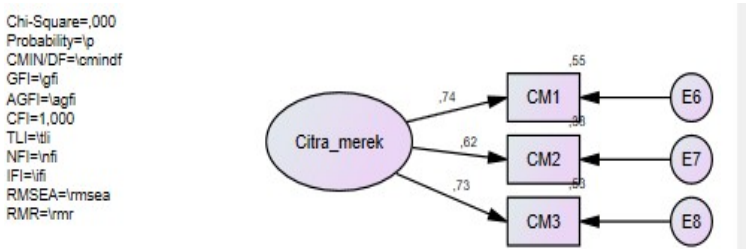
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CM1	<---	Citra_merek	1,000				
CM2	<---	Citra_merek	,877	,138	6,332	***	par_1
CM3	<---	Citra_merek	1,376	,219	6,285	***	par_2
CM4	<---	Citra_merek	,480	,226	2,122	,034	par_3

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
CM1	<---	Citra_merek	,728
CM2	<---	Citra_merek	,613
CM3	<---	Citra_merek	,741
CM4	<---	Citra_merek	,191

4. Uji CFA Citra merek dengan menghilangkan 1 variabel yang tidak signifikan



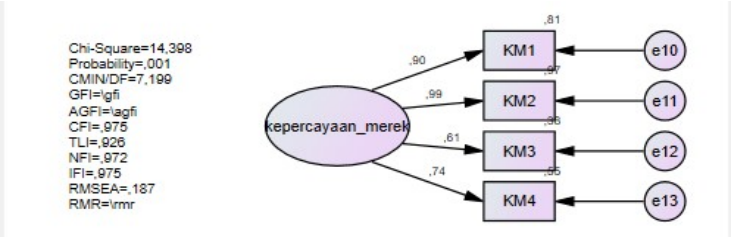
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CM3	<---	Citra_merek	1,321	,211	6,265	***	par_1
CM2	<---	Citra_merek	,863	,140	6,172	***	par_2
CM1	<---	Citra_merek	1,000				

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
CM3	<---	Citra_merek	,725
CM2	<---	Citra_merek	,615
CM1	<---	Citra_merek	,743

5. Uji CFA Kepercayaan merek



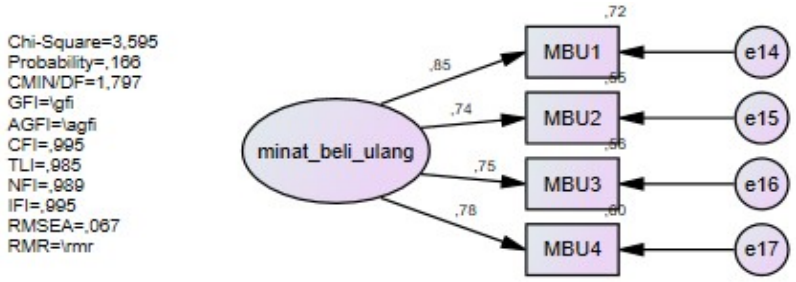
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
KM1	<---	kepercayaan_merek	1,000				
KM2	<---	kepercayaan_merek	1,096	,050	21,914	***	par_1
KM3	<---	kepercayaan_merek	,637	,067	9,546	***	par_2
KM4	<---	kepercayaan_merek	,912	,071	12,801	***	par_3

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
KM1	<---	kepercayaan_merek	,899
KM2	<---	kepercayaan_merek	,986
KM3	<---	kepercayaan_merek	,613
KM4	<---	kepercayaan_merek	,741

6. Uji CFA Minat beli ulang



Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
MBU1	<---	minat_beli_ulang	1,000				
MBU2	<---	minat_beli_ulang	,944	,087	10,820	***	par_1
MBU3	<---	minat_beli_ulang	,888	,085	10,434	***	par_2
MBU4	<---	minat_beli_ulang	,986	,091	10,863	***	par_3

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
MBU1	<---	minat_beli_ulang	,851
MBU2	<---	minat_beli_ulang	,744
MBU3	<---	minat_beli_ulang	,748
MBU4	<---	minat_beli_ulang	,777

E. Lampiran 5: Uji reliabilitas

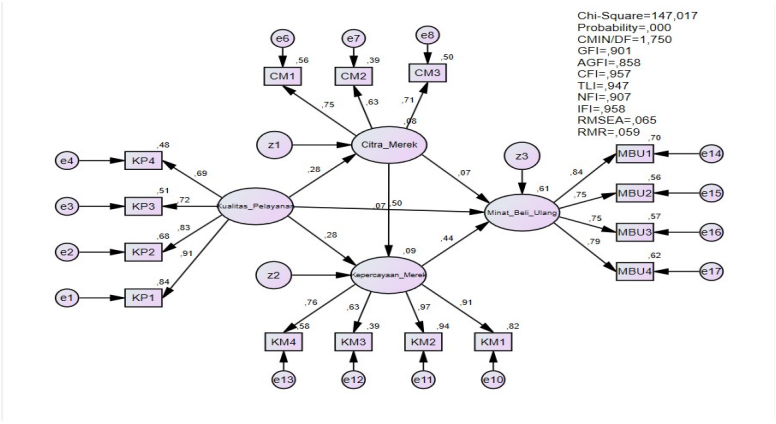
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Citra_Merek	<---	Kualitas_Pelayanan	,166	,054	3,043	,002	par_1
Kepercayaan_Merek	<---	Kualitas_Pelayanan	,310	,091	3,404	***	par_2
Kepercayaan_Merek	<---	Citra_Merek	,123	,166	,740	,459	par_17
Minat_Beli_Ulang	<---	Kepercayaan_Merek	,356	,053	6,698	***	par_3
Minat_Beli_Ulang	<---	Kualitas_Pelayanan	,438	,063	6,919	***	par_4
Minat_Beli_Ulang	<---	Citra_Merek	,103	,104	,985	,324	par_5
KP1	<---	Kualitas_Pelayanan	1,000				
KP2	<---	Kualitas_Pelayanan	,783	,056	14,032	***	par_6
KP3	<---	Kualitas_Pelayanan	,708	,063	11,267	***	par_7
KP4	<---	Kualitas_Pelayanan	,679	,063	10,738	***	par_8
MBU1	<---	Minat_Beli_Ulang	1,000				
MBU2	<---	Minat_Beli_Ulang	,960	,088	10,900	***	par_9
MBU3	<---	Minat_Beli_Ulang	,908	,082	11,038	***	par_10
MBU4	<---	Minat_Beli_Ulang	1,014	,087	11,696	***	par_11
KM1	<---	Kepercayaan_Merek	1,000				
KM2	<---	Kepercayaan_Merek	1,070	,050	21,581	***	par_12
KM3	<---	Kepercayaan_Merek	,645	,066	9,808	***	par_13
KM4	<---	Kepercayaan_Merek	,925	,070	13,308	***	par_14
CM1	<---	Citra_Merek	1,000				
CM2	<---	Citra_Merek	,870	,137	6,345	***	par_15
CM3	<---	Citra_Merek	1,273	,195	6,530	***	par_16

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Citra_Merek	<---	Kualitas_Pelayanan	,280
Kepercayaan_Merek	<---	Kualitas_Pelayanan	,283
Kepercayaan_Merek	<---	Citra_Merek	,067
Minat_Beli_Ulang	<---	Kepercayaan_Merek	,444
Minat_Beli_Ulang	<---	Kualitas_Pelayanan	,499
Minat_Beli_Ulang	<---	Citra_Merek	,069
KP1	<---	Kualitas_Pelayanan	,914
KP2	<---	Kualitas_Pelayanan	,826
KP3	<---	Kualitas_Pelayanan	,716
KP4	<---	Kualitas_Pelayanan	,693
MBU1	<---	Minat_Beli_Ulang	,838
MBU2	<---	Minat_Beli_Ulang	,746
MBU3	<---	Minat_Beli_Ulang	,753
MBU4	<---	Minat_Beli_Ulang	,787
KM1	<---	Kepercayaan_Merek	,907
KM2	<---	Kepercayaan_Merek	,971
KM3	<---	Kepercayaan_Merek	,626
KM4	<---	Kepercayaan_Merek	,759
CM1	<---	Citra_Merek	,751
CM2	<---	Citra_Merek	,627
CM3	<---	Citra_Merek	,706

F. Lampiran 6: *full model* SEM



G. Lampiran 7: *Mahalanobis distance*

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
18	36,263	,002	,252
48	35,808	,002	,045
27	35,239	,002	,008
47	34,947	,003	,001
157	34,587	,003	,000
124	32,630	,005	,000
96	31,446	,008	,001
135	31,261	,008	,000
63	30,694	,010	,000
136	29,021	,016	,001
33	28,889	,017	,000
138	28,754	,017	,000
31	28,428	,019	,000
155	27,169	,027	,000
149	27,112	,028	,000
121	26,166	,036	,001
128	25,249	,047	,005
126	25,200	,047	,002
164	24,898	,051	,002
127	23,639	,071	,032
131	23,468	,075	,027
89	23,274	,078	,025
50	22,941	,085	,032
145	22,813	,088	,026
20	22,548	,094	,030
53	22,529	,095	,019
41	21,320	,127	,196
140	21,295	,128	,149
24	21,245	,129	,117
79	20,900	,140	,169
46	20,734	,146	,172
85	20,722	,146	,129
102	20,704	,147	,095

Observation number	Mahalanobis d-squared	p1	p2
88	20,677	,147	,071
59	20,641	,149	,053
153	20,589	,150	,041
68	20,522	,153	,032
120	19,707	,183	,183
70	19,704	,184	,139
163	19,613	,187	,127
108	19,335	,199	,179
76	19,325	,199	,139
109	19,307	,200	,108
171	19,186	,205	,108
58	19,027	,212	,120
29	18,876	,219	,131
176	18,741	,226	,138
71	18,549	,235	,168
83	18,549	,235	,128
133	18,420	,241	,136
107	18,362	,244	,119
66	18,190	,253	,142
173	17,848	,271	,247
129	17,714	,278	,264
69	17,660	,281	,240
64	17,062	,315	,554
28	17,013	,318	,524
112	16,819	,330	,593
134	16,650	,340	,645
87	16,566	,345	,641
23	16,214	,368	,797
57	16,121	,374	,800
82	16,088	,376	,772
177	16,070	,377	,733
49	15,907	,388	,777
159	15,708	,402	,836
170	15,580	,411	,856
17	15,346	,427	,911
142	15,346	,427	,884
74	14,971	,454	,961
154	14,965	,454	,947
3	14,901	,459	,944

Observation number	Mahalanobis d-squared	p1	p2
6	14,803	,466	,949
5	14,647	,477	,963
9	14,641	,478	,950
84	14,628	,479	,936
139	14,619	,479	,918
62	14,525	,486	,923
1	14,507	,487	,905
65	14,464	,491	,893
34	14,367	,498	,901
132	14,322	,501	,891
174	14,222	,509	,900
19	14,100	,518	,916
73	14,096	,518	,892
2	13,782	,542	,958
4	13,733	,546	,954
35	13,717	,547	,941
148	13,649	,552	,940
37	13,648	,552	,920
117	13,534	,561	,933
77	13,520	,562	,915
123	13,456	,567	,913
118	13,319	,578	,932
105	13,261	,582	,929
55	13,188	,588	,929
100	13,171	,589	,913
22	13,114	,594	,908
98	13,058	,598	,902
32	12,815	,617	,952

H. Lampiran 8: Uji Normalitas

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
CM3	1,000	5,000	-,907	-4,953	,967	2,641
CM2	2,000	5,000	-,618	-3,373	-,035	-,095
CM1	2,000	5,000	-,454	-2,480	,422	1,152
KM4	1,000	5,000	,100	,548	-,706	-1,927
KM3	1,000	5,000	-,469	-2,560	-,413	-1,127
KM2	1,000	5,000	-,192	-1,047	-,564	-1,540
KM1	1,000	5,000	-,205	-1,118	-,608	-1,660
MBU4	1,000	5,000	-,080	-,439	-,620	-1,694
MBU3	1,000	5,000	-,413	-2,255	,305	,833
MBU2	1,000	5,000	-,544	-2,972	-,265	-,723
MBU1	1,000	5,000	-,361	-1,969	,166	,454
KP4	1,000	5,000	-,410	-2,239	-,070	-,191
KP3	1,000	5,000	-,442	-2,414	-,060	-,164
KP2	1,000	5,000	-,369	-2,018	,073	,200
KP1	1,000	5,000	-,404	-2,206	-,474	-1,294
Multivariate					23,872	7,071

I. Lampiran 9 : Uji *goodness of fit*

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	147,017	84	,000	1,750
Saturated model	120	,000	0		
Independence model	15	1580,888	105	,000	15,056

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,059	,901	,858	,631
Saturated model	,000	1,000		
Independence model	,320	,322	,225	,282

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,907	,884	,958	,947	,957
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

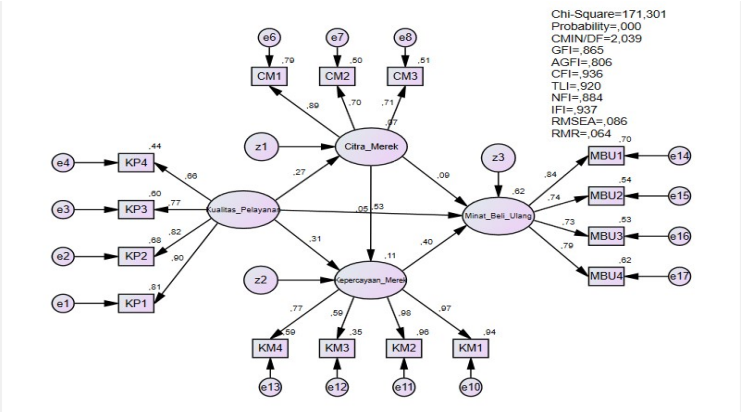
Parsimony-Adjusted Measures

Model	PRATIO	PNFI		PCFI
Default model	,800	,726		,766
Saturated model	,000	,000		,000
Independence model	1,000	,000		,000
Saturated model	,000	,000	,000	,000
Independence model	8,881	8,292	7,590	9,035

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,065	,047	,082	,081
Independence model	,281	,269	,293	,000

J. Lampiran 10: *Full model* SEM setelah seleksi data



K. Lampiran 11. *Mahalanobis distance* setelah dilakukan seleksi data

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
47	24,733	,054	1,000
86	24,691	,054	,997
39	24,250	,061	,993
25	24,040	,064	,984
98	23,664	,071	,976
61	23,420	,076	,962
134	23,388	,076	,922
109	23,329	,077	,866
127	23,195	,080	,811
24	22,965	,085	,774
139	22,687	,091	,754
58	22,513	,095	,707
31	22,511	,095	,599
87	22,005	,108	,676
108	21,973	,109	,584
66	21,877	,111	,515
102	21,622	,118	,515
80	21,502	,122	,463
21	21,161	,132	,509
106	20,886	,141	,532
123	20,855	,142	,450
29	20,731	,146	,412
85	20,550	,152	,403
1	20,537	,152	,323
140	20,449	,155	,280
48	20,414	,157	,222
136	20,155	,166	,251
52	20,111	,168	,202
9	20,016	,171	,175
51	19,922	,175	,152
105	19,920	,175	,108
17	19,722	,183	,116
53	19,629	,187	,100

Observation number	Mahalanobis d-squared	p1	p2
65	19,629	,187	,069
133	19,614	,187	,048
90	19,591	,188	,033
120	19,414	,196	,036
55	19,052	,211	,065
36	18,558	,234	,151
33	18,284	,248	,201
137	18,187	,253	,187
38	18,078	,259	,179
32	17,756	,276	,262
35	17,717	,278	,222
22	17,590	,285	,224
37	17,549	,287	,189
5	17,322	,300	,236
68	17,196	,307	,239
18	17,178	,308	,195
2	17,122	,312	,171
56	17,001	,319	,173
78	16,636	,341	,291
3	16,587	,344	,259
111	16,535	,347	,230
83	16,503	,349	,195
44	16,334	,360	,223
64	16,231	,367	,221
76	16,161	,371	,204
104	16,119	,374	,176
122	16,037	,380	,167
28	15,907	,388	,177
7	15,786	,396	,185
4	15,784	,397	,144
113	15,709	,402	,134
20	15,513	,415	,172
50	15,501	,416	,137
96	15,328	,428	,166
128	15,287	,431	,143
27	15,170	,439	,150
49	15,151	,441	,121
6	15,073	,446	,114
59	14,921	,457	,134

Observation number	Mahalanobis d-squared	p1	p2
100	14,818	,465	,136
42	14,800	,466	,108
15	14,704	,473	,109
101	14,672	,475	,089
62	14,589	,481	,086
95	14,527	,486	,077
119	14,481	,489	,065
16	14,410	,495	,060
116	14,399	,496	,044
79	14,376	,497	,034
13	14,290	,504	,032
141	14,231	,508	,028
115	14,070	,520	,037
93	13,819	,539	,066
67	13,753	,544	,060
132	13,645	,553	,063
70	13,642	,553	,045
12	13,585	,557	,039
142	13,492	,564	,039
125	13,431	,569	,034
94	13,198	,587	,058
19	12,918	,609	,111
57	12,681	,627	,171
103	12,665	,628	,136
114	12,628	,631	,114
129	12,546	,637	,110
91	12,525	,639	,086
73	12,497	,641	,068

L. Lampiran 12. Uji Normalitas setelah seleksi data

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
CM3	1,000	5,000	-,638	-3,104	,352	,856
CM2	3,000	5,000	-,377	-1,833	-,726	-1,766
CM1	3,000	5,000	-,030	-,146	-,268	-,651
KM4	1,000	5,000	,183	,893	-,413	-1,004
KM3	1,000	5,000	-,368	-1,788	-,484	-1,178
KM2	1,000	5,000	-,139	-,674	-,560	-1,363
KM1	1,000	5,000	-,099	-,480	-,658	-1,599
MBU4	1,000	5,000	,042	,203	-,697	-1,695
MBU3	1,000	5,000	-,194	-,944	,146	,354
MBU2	1,000	5,000	-,598	-2,907	,032	,079
MBU1	1,000	5,000	-,328	-1,595	,148	,360
KP4	2,000	5,000	-,347	-1,687	-,093	-,227
KP3	2,000	5,000	-,326	-1,584	-,263	-,639
KP2	2,000	5,000	-,245	-1,190	-,126	-,308
KP1	2,000	5,000	-,344	-1,673	-,451	-1,098
Multivariate					,545	,144

M. Lampiran 13. Uji *goodness of fit* setelah seleksi data

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	171,301	84	,000	2,039
Saturated model	120	,000	0		
Independence model	15	1474,518	105	,000	14,043

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,064	,865	,806	,605
Saturated model	,000	1,000		
Independence model	,289	,301	,201	,264

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,884	,855	,937	,920	,936
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI		PCFI
Default model	,800	,707		,749
Saturated model	,000	,000		,000
Independence model	1,000	,000		,000
Independence model	10,458	9,713	8,859	10,619

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,086	,067	,104	,001
Independence model	,304	,290	,318	,000

N. Lampiran 14. Uji Hipotesis

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Citra_Merek	<---	Kualitas_Pelayanan	,177	,063	2,803	,005	par_1
Kepercayaan_Merek	<---	Kualitas_Pelayanan	,390	,114	3,413	***	par_2
Kepercayaan_Merek	<---	Citra_Merek	,089	,175	,507	,612	par_17
Minat_Beli_Ulang	<---	Kepercayaan_Merek	,278	,050	5,516	***	par_3
Minat_Beli_Ulang	<---	Kualitas_Pelayanan	,461	,072	6,399	***	par_4
Minat_Beli_Ulang	<---	Citra_Merek	,122	,097	1,256	,209	par_5
KP1	<---	Kualitas_Pelayanan	1,000				
KP2	<---	Kualitas_Pelayanan	,781	,063	12,315	***	par_6
KP3	<---	Kualitas_Pelayanan	,799	,072	11,165	***	par_7
KP4	<---	Kualitas_Pelayanan	,652	,073	8,921	***	par_8
MBU1	<---	Minat_Beli_Ulang	1,000				
MBU2	<---	Minat_Beli_Ulang	,978	,103	9,510	***	par_9
MBU3	<---	Minat_Beli_Ulang	,882	,094	9,383	***	par_10
MBU4	<---	Minat_Beli_Ulang	1,046	,101	10,373	***	par_11
KM1	<---	Kepercayaan_Merek	1,000				
KM2	<---	Kepercayaan_Merek	,991	,032	30,521	***	par_12
KM3	<---	Kepercayaan_Merek	,546	,065	8,444	***	par_13
KM4	<---	Kepercayaan_Merek	,818	,061	13,329	***	par_14
CM1	<---	Citra_Merek	1,000				
CM2	<---	Citra_Merek	,892	,116	7,663	***	par_15
CM3	<---	Citra_Merek	1,170	,151	7,723	***	par_16

O. Lampiran 15. Uji pengaruh langsung

Direct Effects (Group number 1 - Default model)

	Kualitas Pelayanan	Citra Merek	Kepercayaan Merek	Minat Beli Ulang
Citra_Merek	,177	,000	,000	,000
Kepercayaan_Merek	,390	,089	,000	,000
Minat_Beli_Ulang	,461	,122	,278	,000
CM3	,000	1,170	,000	,000
CM2	,000	,892	,000	,000
CM1	,000	1,000	,000	,000
KM4	,000	,000	,818	,000
KM3	,000	,000	,546	,000
KM2	,000	,000	,991	,000
KM1	,000	,000	1,000	,000
MBU4	,000	,000	,000	1,046
MBU3	,000	,000	,000	,882
MBU2	,000	,000	,000	,978
MBU1	,000	,000	,000	1,000
KP4	,652	,000	,000	,000
KP3	,799	,000	,000	,000
KP2	,781	,000	,000	,000
KP1	1,000	,000	,000	,000

P. Lampiran 16. Uji pengaruh tidak langsung

Indirect Effects (Group number 1 - Default model)

	Kualitas_Pelayanan	Citra_Merek	Kepercayaan_Merek	Minat_Beli_Ulang
Citra_Merek	,000	,000	,000	,000
Kepercayaan_Merek	,016	,000	,000	,000
Minat_Beli_Ulang	,134	,025	,000	,000
CM3	,207	,000	,000	,000
CM2	,158	,000	,000	,000
CM1	,177	,000	,000	,000
KM4	,332	,072	,000	,000
KM3	,222	,048	,000	,000
KM2	,402	,088	,000	,000
KM1	,406	,089	,000	,000
MBU4	,623	,153	,291	,000
MBU3	,525	,129	,245	,000
MBU2	,582	,143	,272	,000
MBU1	,595	,146	,278	,000
KP4	,000	,000	,000	,000
KP3	,000	,000	,000	,000
KP2	,000	,000	,000	,000
KP1	,000	,000	,000	,000